

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) <div>CS</div> Children under six	6. CUSTOMER CONSTRAINTS <div>■</div> spending power, budget, no cash, network connection, available devices.	5. AVAILABLE SOLUTIONS <div>■</div> Fire fighters and trainedswimmers	Explore AS, different
	2. JOBS-TO-BE-DONE /PROBLEMS <div>—</div> we make use of one camera that streams the video underwater and analyses the position of swimmers to assess the probability of drowning	9. PROBLEM ROOT CAUSE <div>RC</div> customers have to do it because of the change in luxurious activities have drastically increased and polls have become common everywhere.	7. BEHAVIOUR <div>BE</div> Install drowning detectors, or call for emergency help	
Focus on J&P, tap into BE, understand RC				Focus on J&P, tap into BE, understand RC
3. TRIGGERS <div>TR</div> Seeing others install virtual eye on their swimming pools	10. YOUR SOLUTION <div>SL</div> we make use of one camera that streams the video underwater and analyses the position of swimmersto assess the probability of drowning	8. CHANNELS of BEHAVIOUR <div>CH</div> 8.1 ONLINE Ordering of drowning detectors, or pool lifeguards 8.2 OFFLINE		

<div data-bbox="152 52 604 87">4. EMOTIONS: BEFORE / AFTER</div> <div data-bbox="723 105 772 140">EM</div> <div data-bbox="152 158 649 189">Lost and insecure/confident and in control</div>		<div data-bbox="1512 36 2045 71">Implementing them to wear them without fail</div>
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